GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:3285
ANSWERED ON:22.03.2017
Films and TV Serials in Public Life
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Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

a) whether the Government has made any study on the impact of Films and TV serials in various National and local television networks on the day to day life of common public and their social life and if so, the details thereof; and
b) the steps taken by the Government to reduce the effects of social ills and evil effects caused by substandard films and television shows?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING [COL RAJYAVARDHAN RATHORE (Retd.)]:
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(a): No Madam. No such study has been conducted by the Ministry of Information and Broadcasting.

(b): As per Cinematograph Act, 1952, all the films require certification by the Central Board of Film Certification (CBFC) for public exhibition. CBFC certifies the films in accordance with the provisions of Cinematograph Act, Rules and Guidelines made thereunder. The telecast of programme on television channels is governed by the Cable Television Network Rules 1994. So far as telecast of content on television is concerned, there is no pre-censorship of any programme or advertisement telecast by the private TV channels. However, TV channels are required to broadcast in conformity with the provisions of Programme and Advertising Codes prescribed under the Cable Television Network (Regulation) Act 1995 and Rules. Any violation of the codes are dealt with according to the mechanism as established by the Ministry.
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Further, as part of the self-regulation mechanism, News Broadcasters Association (NBA) has set up News Broadcasting Standards Authority (NBSA) in 2008 and formulated a Code of Ethics and Broadcasting Standards covering a wide range of principles to self-regulate news broadcasting.

Indian Broadcasting Foundation (IBF) has also set up a mechanism for self-regulation through Broadcasting Content Complaints Council (BCCC) in case of non-news channels. As part of this, IBF has laid down Content Code & Certification Rules 2011 covering an entire gamut of content-related principles and criteria for television broadcast.

With regard to regulation of advertisements on TV channels, the Code adopted by the Advertising Standards Council of India (ASCI), a self-regulatory body, has been incorporated in the Advertising Code stipulated in Cable Television Networks (Regulation) Act 1995 and Rules framed thereunder